

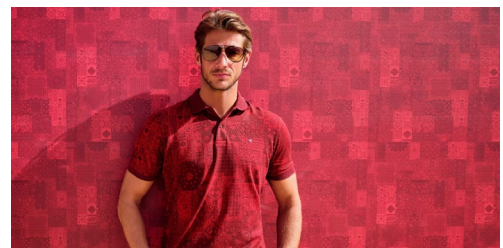
Louis Philippe brings luxury to casual fashion with the launch of “LOUIS” Premium Casual Wear

- Renowned fashion designer Manish Malhotra presents the new looks with an unboxing video
- The campaign is live on the brand’s social media handles



Mumbai: 16th August, 2021: Louis Philippe, India’s leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., has announced its foray into luxury casual fashion with the exciting new **Premium Casual Wear collection called LOUIS**. Designed for the contemporary man, the brand takes luxury to an undiscovered territory of premium casuals, introducing Louis Philippe’s legacy of craftsmanship to a new realm of fashion.

The ‘LOUIS’ collection features expressive prints, intricate patterns and rich styles, exuding Louis Philippe’s characteristic elegance and polish. Available in a variety of sophisticated designs, distinctive patterns and dynamic colours, casual polo T-shirts from **LOUIS by Louis Philippe** is made using premium 2-ply long-staple cotton for enhanced strength, natural lustre, high colour depth and soft touch. The t-shirts are built to stretch for comfort and better fit with material that ensures quick dry. The moisture management properties of these t-shirts offer enhanced comfort and natural cooling for a luxe casual experience.



Shirts from LOUIS by Louis Philippe use premium super fine cotton with imported high-quality interlinings, pucker-free seam stitching along with sophisticated designs, distinctive patterns and dynamic colours. Created to look urbane and dressed up in every situation, the garments have

shape retaining lead edge collar bones, and shanked and wrapped buttons that are securely attached and easy to use.

Commenting on the launch, **Farida Kaliyadan, COO, Louis Philippe**, *“Defining class, elegance, and status, Louis Philippe is a purveyor of fine clothing for the discerning gentleman. Taking this a notch higher, we are thrilled to announce the launch of ‘LOUIS’ Premium Casual Wear by Louis Philippe. We are anticipating this collection will address the expressive fashion that our premium customers have been looking for in our casual range.*

As part of the launch, renowned fashion designer Manish Malhotra has done an unboxing video creating different looks of shirts and T-shirts from the recently launched “LOUIS” collection on social media. The ‘LOUIS’ collection presents its premium shirts for INR 2999- 3999 and t-shirts for INR 2499. These products are available in select Louis Philippe stores, on the website (www.louisphilippe.com) and on the Louis Philippe mobile App.



Manish Malhotra unboxing video - <https://youtu.be/vCXJyKzgSRc>

Campaign film - <https://youtu.be/DOWz7Ltzsw>

Link for microsite - <https://www.louisphilippe.com/premiumcasualwear>

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several innovations such as the Permapress line of wrinkle-free shirts, the Gods and Kings line crafted from the world’s finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. In our casual range we have LP Sports Range with a wide range of casual shirts and trousers, Athwork which addresses slim fit styles and silhouettes, AthPlay, the athleisure range of collection focusing on style and performance, LP Denims – a wide range of knit denims and new international edit range addressing the luxe denim consumer. Louis Philippe also has a wide range of finely crafted footwear pivoting on comfort

and craftsmanship. These include formal shoes made of premium leather, stylish casual shoes and open footwear. This range is supported by exquisitely crafted pure leather belts and wallets.

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as of March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as of 31st March 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast-fashion store brands.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Activewear are establishing themselves as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'.

About Manish Malhotra:

Couturier, costume stylist, entrepreneur, and revivalist; Manish Malhotra's prolific career spanning over 31 years has seen him redefine fashion. Manish started his career as a model but soon his passion and love for movies and fashion, drew him towards costume designing.

An avid Bollywood film enthusiast, Manish Malhotra brought inimitable aesthetics to costume design and styling for country's leading actors and style icons.

Founder of the eponymous label, Manish Malhotra is known in the industry for his pathbreaking makeover for actors on the silver screen and giving them an individual style narrative in personal lives, whilst walking alongside in their journey of stardom.

The first-ever fashion influencer and bold fashion creator, Manish Malhotra has extended his influence beyond fashion to carve his niche as India's finest luxury designer.

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